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Advancement, Marketing and Alumni Affairs Committee Agenda, February 20, 2020

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Advancement, Marketing, and Alumni Affairs Committee

February 20, 2020

TO: Mr. Patrick S. Sparks, Vice Chair, Mr. John H. Bartell Jr., Ms. Sherry I. Johnson,
Mr. Daniel W.R. Moore, Sr., Dr. Oran P. Smith, and Dr. Samuel J. Swad

FROM: Mr. William E. Turner III, Chair

SUBJECT: Agenda

There will be a meeting of the Advancement, Marketing and Alumni Affairs Committee on February 20, 2020 in the Wall Board Room.

The agenda is as follows:

- A. Recognition of Media
- B. Review and Approval of the October 10, 2019 Minutes
- C. Financials – Giving Report - Bryan Steros
 - September - January
 - Endowment Campaign Update
- D. Alumni Relations - Diane Sanders
 - Alumni Events and Updates
- E. Development Officers Updates
 - Wall College of Business (Erik Rivenbark, Keith Oakley)
 - College of Humanities/CCU Retired Employees Group (Sarah Craig)
 - College of Science/VP of Philanthropy (Bryan Steros)
 - Donor Relations/OLLI Development (Marjorie Thompson)
 - Women in Philanthropy and Leadership (Hatton Gravely)
 - Marketing/Communications (Jerry Rashid)
 - TEAL 1000/Faculty Staff Campaign/College of Education (Jean Ann Brakefield)
- F. Office of Marketing and University Communications
 - Marketing and Communication Update – Jamieson Bilella